



[Waze User Churn Prediction Project] Proposal

Overview:

This proposal outlines the tasks and milestones for developing a machine learning model to predict user churn for Waze. The project follows the PACE framework, which ensures that all tasks are systematically categorized into Planning, Analysis, Construction, and Execution stages. The goal is to create an actionable model that will assist in reducing churn and improving user retention for Waze.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Begin exploring the data Plan	<ul style="list-style-type: none">Global-level project documentData overview report, initial data summary	Data Team Lead
1a	Write a project proposal Plan	Written project proposal document	Management, Data Analysis Manager
2	Data exploration and cleaning Analyze	<ul style="list-style-type: none">Data files ready for EDACleaned dataset, data cleaning log	Data Engineers
2a	Compile summary information about the data	Data summary report, data profiling document	Data Scientists



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	Analyze ▾		
3	<p>Compute descriptive statistics</p> <p>Plan ▾ and Analyze ▾</p>	<ul style="list-style-type: none">• EDA report• Descriptive statistics report	Data Analysts
3a	<p>Conduct hypothesis testing</p> <p>Analyze ▾ and Construct ▾</p>	<ul style="list-style-type: none">• Tableau dashboard/visualizations• Hypothesis testing results report	Data Science Team
4	<p>Build a regression model</p> <p>Construct ▾</p>	<ul style="list-style-type: none">• Analysis of testing results between two important variables• Regression model, performance metrics	Machine Learning Engineers
4a	<p>Build a machine learning model</p> <p>Plan ▾ and Construct ▾</p>	Machine learning model, code and documentation	Data Science Team
5	<p>Visualization building</p> <p>Construct ▾ and Analyze ▾</p>	Visualization dashboard, charts, graphs	Data Visualization Specialist
5a	<p>Evaluate the model</p>	<ul style="list-style-type: none">• Determine the success of the model• Model evaluation report, accuracy	Management, Data Science Team



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	Execute ▾	metrics	
6	Communicate final insights with stakeholders Execute ▾	<ul style="list-style-type: none">• Final model• Final presentation, executive summary	Leadership Team, Business Stakeholders
6a	Establish structure for project workflow (PACE) Plan ▾	<ul style="list-style-type: none">• Report to all stakeholders• PACE workflow structure document	Project Manager